

## Good Goal Criteria

- **Declarative statement**-- provide a complete sentence that describes a program outcome.
- **Jargon-free**—use language that most people in the field outside your own agency is likely to understand.
- **Short**—use few words to make a statement.
- **Concise**—get the complete idea of your goal across as simply and briefly as possible leaving out unnecessary detail.
- **Easily understood**—provide a goal in which the language is clear and for which there is a clear rationale.
- **Positive terms**—frame the outcomes in positive terms or in terms of a decrease in health risk behaviors. Avoid the use of double negatives.
- **Framework for objectives**—provide a framework so that the objectives are stepping stones to make progress to achieve the goals.